

A.5.1 Education/Public Outreach Proposals

1. Scope of Program

The Office of Space Science (OSS) has developed a comprehensive approach for making education at all levels (with a particular emphasis on precollege education) and the enhancement of public understanding of space science integral parts of all of its missions and research programs. The two key documents that establish the basic policies and guide all OSS Education and Outreach activities are a strategic plan entitled *Partners in Education: A Strategy for Integrating Education and Public Outreach Into NASA's Space Science Programs* (March 1995) and an implementation plan entitled *Implementing the Office of Space Science (OSS) Education/Public Outreach Strategy* (October 1996). Both may be obtained either from the World Wide Web (select *Education and Public Outreach* from the menu on the OSS homepage at <<http://www.hq.nasa.gov/office/oss/>>), or from Dr. Jeffrey Rosendhal, Code S, Office of Space Science, NASA Headquarters, Washington, DC 20546-0001, USA.

In accord with these established OSS policies, proposers to any program element advertised through this NRA are strongly encouraged to include an Education/Public Outreach (E/PO) component as part of their scientific research proposal. In addition, anyone holding an existing multiple year OSS research award with a period of performance extending at least into FY 1999 is encouraged to propose an E/PO supplement to their award (see more detailed instructions below). In either case, E/PO activities may be funded only in conjunction with a "parent" research proposal, and the proposed activities should have some degree of intellectual linkage with the objectives of that parent research proposal and/or the science expertise of its Principal Investigator. Up to \$10K per year may be proposed for an E/PO program, although larger budgets will be considered based on the merits of the proposed activity. E/PO proposals will be funded using the currently available yearly budget of about \$1.5M for E/PO support of Fiscal Year 1998 OSS NRA's.

E/PO proposals will be evaluated (see criteria below) by appropriate scientific, education, and outreach personnel, and the results of these reviews will be provided to the cognizant Discipline Scientist in time for use in the selection process (see Section C.1.5 of Appendix C). The OSS Selecting Official will specifically take into account proposed E/PO tasks and their review ratings when deciding on final selections and funding levels. Results of these E/PO reviews will be used to aid in discriminating between research proposals having otherwise comparable merits. The reviews of E/PO proposals will be conveyed to the proposers as part of their debriefings.

In general, the broad evaluation criteria against which a proposed E/PO activity will be considered are:

- The quality, scope, and realism of the proposed E/PO program;
- The establishment of effective, long-duration partnerships with institutions and/or personnel in the fields of educational and/or public outreach as the basis for and an integral element of the proposed E/PO program;
- The linkage of the proposed E/PO task with existing NASA science or education programs and activities, and its compliance with NASA and OSS guidance;
- The potential of the proposed E/PO activity to have a “multiplier effect” (e.g., prospects for broad dissemination or replication of an E/PO product);
- For proposals dealing with the formal education system, the degree to which the proposed E/PO effort promotes nationally recognized and endorsed education reform efforts and/or reform efforts at the state or local levels;
- The adequacy of plans for evaluating the effectiveness and impact of the proposed education/outreach activity;
- The degree to which the proposed E/PO effort contributes to the training of, involvement in, and broad understanding of science and technology by underserved and/or underutilized groups;
- The prospects for building on, taking advantage of, and leveraging existing and/or ancillary resources beyond those directly requested in the proposal;
- The capability and commitment of the proposer to carry out the proposed E/PO program; and
- The adequacy and realism of the proposed budget (including any additional resources outside those requested from NASA).

Note that originality of the proposed effort is not a criterion. Rather, NASA OSS seeks assurance that the PI is committed to carrying out a meaningful, effective, credible, and appropriate E/PO activity.

2. Assistance for the Preparation of E/PO Proposals

To directly aid space science personnel in identifying and developing high quality E/PO opportunities, and establishing partnerships between the space science and E/PO communities, NASA OSS has established a national space science education/outreach infrastructure. The purpose of this infrastructure is to provide the coordination, background, linkages, and services needed for a vital national, coordinated, long-term E/PO program.

Of particular interest to proposers to this NRA are two elements of this system (which is described in more detail in the OSS education/outreach implementation plan referred to above):

- (i) Four OSS science theme oriented “E/PO Forums” have been established to help orchestrate and organize in a comprehensive way the education/outreach aspects of OSS space science missions and research programs and provide ready access to relevant E/PO programs and products to both the space science and education communities.
- (ii) Five regional E/PO “Broker/Facilitators” have also been selected to search out and establish high leverage opportunities, arrange alliances between educators and OSS-supported scientists, and help scientists turn results from space science missions and programs into educationally-appropriate activities to be disseminated regionally and nationally.

Prospective proposers are strongly encouraged to make use of these infrastructure resources to help identify suitable E/PO opportunities and arrange appropriate alliances. Points of contact and addresses for all of these E/PO Forums and Broker/Facilitators may be found by opening *Education and Public Outreach* from the menu of the OSS homepage at <http://www.hq.nasa.gov/office/oss/>.

3. Programmatic Information

The guidelines for the preparation and submission of the E/PO component of a research proposal submitted in response to any program element in this NRA are:

- The body of an E/PO proposal should be restricted to five pages and include the following information: A brief abstract of the proposed program; an expanded description of the objectives and planned activities; a description of the intended involvement of the Principal Investigator of the “parent” research proposal, as well as that of any additional personnel who are proposed to be responsible for the E/PO effort and/or the respective institutional responsibilities if a partnership is proposed; and a brief statement and explanation of the requested E/PO budget.
- The budget for the E/PO activity should be integrated into that for the parent research proposal, which is finally summarized on the specified *Budget Summary* form (see Section C.5.3 of Appendix C). The period of performance of an E/PO activity is restricted to that of the parent proposal.
- The E/PO proposal should be bound as part of the total proposal in the order specified in Appendix C.5.3, and the *Cover Page* (see also Appendix C.5.3) must indicate that an E/PO proposal is included as part of the total research proposal.

- E/PO proposals are also to be submitted electronically by uploading its text to the secure Web site at URL <<http://cass.jsc.nasa.gov/panel/>>. This site will provide complete instructions for accomplishing this activity using a wide variety of formats. Proposers without access to the Web or who experience difficulty in using this site may contact the Lunar and Planetary Institute by E-mail at <panel@lpi.jsc.nasa.gov> or by phone at (281) 486-2156 or -2166 for assistance.
- The PI of an existing multiple year award having a period of performance extending at least into FY 1999 may also submit an E/PO proposal as a supplement to their OSS investigation. Such a proposal should be prepared as a stand-alone proposal following the guidelines given above and submitted as a single hard copy in conjunction with their annual progress report and budget for the funding allotment needed to continue their multiple year award. In addition, such an E/PO supplement must be submitted electronically as described above. For that purpose, the specified Web site will contain instructions for entering appropriate identifying information (in particular, the names of the relevant program element and Discipline Scientist, and the grant/contract number and name of the existing NASA investigation). In any case, the period of performance for such a supplemental E/PO activity is restricted to the balance of the period of performance of the existing parent research award. Such proposals will be peer reviewed using the evaluation criteria described above.

Questions about an E/PO program for any of the program elements in this NRA may be directed to:

Dr. David Bohlin
 Research Program Management Division
 Code SR
 Office of Space Science
 NASA Headquarters
 Washington DC 20546-0001
 Telephone: (202) 358-0880
 E-mail: david.bohlin@hq.nasa.gov

Finally, attention is also called to the Initiative to Develop Education through Astronomy and Space Science (IDEAS) program administered by the Space Telescope Science Institute (STScI) on behalf of OSS. This program, which currently selects proposals yearly, provides awards of up to \$10K (with a few up to \$40K) to enhance and encourage the participation of space scientists in E/PO activities. Annual solicitations for the IDEAS program are typically released in July with proposals due in October. The IDEAS program is open to any space scientist based in the U.S. regardless of whether or not they hold a research grant from NASA OSS. E-mail inquiries about IDEAS may be directed to <IDEAS@stsci.edu>.

The current request for proposals is posted on the World Wide Web at <http://oposite.stsci.edu/pubinfo/edugroup/ideas.html>. Inquiries also may be addressed to:

IDEAS Program
Office of Public Outreach
Space Telescope Science Institute
3700 San Martin Drive
Baltimore, MD 21218.